Activity				Au	vanic	ing	Soc	iai N	lark	etin	g for	He	alth i	in D	RC																	Lead Orga	nization
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Program Administration	- 1	-	1		H	ŤΪ		Ħ	1		-	ŤŤ		Ħ	Ħ		-	Ť		Ħ	Ť	-	+	Ħ		Ť	m	Ť	-	<del>-   -   -   -   -   -   -   -   -   -  </del>	+		
Post award meting with USAID Mission		Х																														PSI/A	\SF
Follow-up with USAID on final contract revisions		Х																														PSI/	
Finalize request for approval of subcontractors Hope Consulting & Social Impact	—	_	$\bot$	Х	X >			$\sqcup$	$\perp$	_		$\bot$		$\sqcup \bot$	+	_		$\bot$		$\perp \perp$	$\perp$			ш	_		ш	$\perp$	_	_		PSI/	
Finalize sub-agreement with Hope Consulting and Social Impact	$\longrightarrow$	+	Х	-	<del>⊢</del> ⊢	Х		H	+		-	+		₩	++		$\vdash$	+		++	+	+	+-	Н	-	+	++	+	+	+	+-	PSI/I	
Finalize sub-agreement with QED Finalize PSI/ASF Y1 workplan DUE OCT. 30			X		H	++	+	H	+	+	$\vdash$	++	+++	H	++	+	H	+	+	++	+	+	+	H	+	+	H	+	+	+	+	PSI/A	
Finalize PSI/ASF Y1 WORKPIAN DOE OCT. 30  Finalize PSI/ASF Y1 PMEP and logframes DUE NOV. 30	-++	$\dashv$	-	+	١,	,	+	$\vdash$	+		$\vdash$	+	+	H	$\pm \pm$		$\vdash$	+	+	+	$\pm$	_	_	H	+	+	+	+	$\dashv$	+	_	PSI/A PSI/A	
Brand and Marking Plan DUE Nov. 30	-	1	$\top$		Ś			H	$\top$		$\vdash$	T	_	H	11			$\top$		tt	$\top$				+			$\pm$	_	1		PSI/A	
Trainings and Conferences																																	
PSI Induction Training (Hery Ramangalahy and Didier Adjoua) DRC-Washington DC				Х																												PSI/	
PSI Country Representative Annual Conference (Theresa Gruber-Tapsoba) DRC-TBD	—	_	$\bot$		$\perp \perp$				$\perp$	_		$\bot$		$\sqcup \bot$	+	_		$\bot$		$\perp \perp$	$\perp$			ш	Х		ш	$\perp$		_		PSI/	
USAID Financial Management workshops (Hery Ramangalehy + 2 accountants) DRC-TBD;	$-\!\!+\!\!+$	-	+++	_	₽₽		_		++	_	_	++	+	-	+	_	-	+	_	₩	+	_	_	H	-	+	$\vdash\vdash$	+	_	+	_	PSI/A	NSF
Programment/Ferrimment	$-\!\!+\!\!+$	-	+	-	++	+	+		++		_	+	+	$\vdash$	++		$\vdash$	+	_	++	+	_	_	$\vdash$	-	+-	++	+	-	+	_		
Procurement/Equipment Inventory Assessment	- Y	Y Y	( X	Y Y	Y V	/ Y	y y	Y Y	· v	Y Y	Y Y	Y	Y	$\vdash$	+	_	$\vdash$	+	_	++	+	-	+-	-	+	+-	++	+	-	-	+-	PSI/A	\SF
Determine and validate new terms of reference for Y2 procurement		^ <del> </del>		^ _ ^	$+^{\sim}+^{\prime}$	1		<u> </u>	1	~ ^	<del> </del>	1		H	11		H	+		$\vdash$	хх	X >	(	H	-1-	+	H	+	-t	+	+	PSI/A	
Advertise tenders	$\neg \vdash$	T	$\top$	1	t	$\dagger \dagger$	1		$\top$			$\Box$	$\dashv$	t	11			$\top$		Ħ	$\exists$	Ť	Х	Х	ХХ		Пt	$\top$	-t	1	1	PSI/A	NSF
Analysis and selection of suppliers																							┸			Х	Χ )	( X		╙	┸	PSI/A	\SF
					Щ	П			П			Ш								Щ				Ш	丁		Ш		丌	Ţ		PSI/A	\SF
Technical Assistance Travel	$\longrightarrow$		+	_	₩	+	_	$\vdash$	+	_	Щ	+	+	igspace	+	_	$\vdash \vdash$	4	_	₩	ш		4	ш	_	Щ.	$\vdash \vdash$	+		_	4		
Program Management project planning trip (Gina Smith) Washington DC-DRC	$\longrightarrow$	X ()	( X	-	₩	+	+	$\vdash$	++	-	$\vdash$	++	+	<del>⊢</del> ⊢	+	-	$\vdash \vdash$	+	+	++	+	-	+	$\vdash \vdash$	+	+	$\vdash$	+	V	+	+	PSI/A	
Program Supervision trip by Regional Director (Moussa Abbo) Washington DC-DRC DELTA Social Marketing training trip (Frederick Parsons) Benin-DRC	$\longrightarrow$	+	+	+	++	++	+	$\vdash$	++	+	$\vdash$	++	+	хх	,   -	+	+	+	+	+	+	+	+	$\vdash \vdash$	+	+	++	+	Х	+	+	PSI/A PSI/A	
Rural Strategy Assessment trip (Sali Adamou) Cameroon-DRC	++	+	+	+	++	++	+	$\vdash$	++	+	x v	¥	x	<del>  ^   ^</del>	+	+	$\vdash$	+	+	+	+	+	+	$\vdash$	+	+	++	+	+	+	+	PSI/A PSI/A	
MCH/Wat Technical Assistance trip (Megan Wilson) Washington DC-DRC	$\dashv \dagger$		+		tt	+	-	$\vdash$	+		<del>  ^   ^</del>	1	^	H	11		H	+		$\vdash$	+	-	+	H	-1-	+	H	+	х	-1-	+	PSI/A PSI/A	
Monitoring & Evaluation Technical Assistance trip (Edouard Talnan) Benin-DRC		_	11		t				$\top$		хх				11			$\top$		tt	$\exists \Box$	_		Ħ	$\dashv$			11				PSI/A	
Program Management trip (Gina Smith) Washington DC-DRC														Х																		PSI/A	
Rural Strategy Assessment Consultancy trip (Carol Squire) India-DRC											XX		Х																			PSI/A	
QED (Melinda Pitts) Washington DC-DRC	—	_	$\bot$		$\perp \perp$			$\sqcup$	$\perp$	_	Х	$\bot$		$\sqcup \bot$	+	_		$\bot$		$\perp \perp$	$\perp$			ш	_		ш	$\perp$		_		PSI/A	
Hope Consulting (Hope Neighbor x 2) San Francisco-DRC	$\longrightarrow$	_	$\bot$	_	1		_	$\vdash$	$\bot$			+			X	X X	Х			++			_	ш		_	$\vdash$	$\perp$	_	4	_	PSI/A	
Social Impact (Tuthill) Washington DC-DRC	$-\!\!+\!\!+$	-	+++	_	₽₽		_		++	_	X X	. X	X X	X X	X	X X	X >	( X	X X	Х	ХХ	Х	_	H	-	+	$\vdash\vdash$	+	_	+	_	PSI/A	ASF
Other Travel	$-\!\!+\!\!+$	-	+	-	++	+	+		++		_	+	+	$\vdash$	++		$\vdash$	+	_	++	+	_	_	$\vdash$	-	+-	++	+	-	+	_		
Home Leave (Dipoko Degrando + 1 dependent) DRC-Cameroon	-++	-	+		t		+	$\vdash$	+		$\vdash$	+	+	H	$\pm \pm$		$\vdash$	+	+	+	$\pm$	_	_	H	X		+	+	$\dashv$	+	_	PSI/A	SF
R&R (Didier Adjoua+2 dependants) DRC-Paris	-	1	+		tt				$\top$		$\vdash$	T	_	H	11			$\top$		tt	$\top$				X			$\pm$	_	1		PSI/A	
R&R (Hery Ramangalehy) DRC-Paris																							Х									PSI/A	NSF
TASK 1: Increase the supply and diversity of health products and services that are to be di- service delivery.	stributed	an	a dell	vered	thro	ugn tn	ie pri	vate s	ector	r, in c	onjun	ction	with t	tne p	ublic	secto	r, tor	dise	ase pi	rever	ition a	ina c	ontr	oı as	s wei	II as	integ	rated	nea	aith	1		
Cross-Cutting Activities																																	
Creation of new distribution system through ethical and non ethical product distributors	—	_	$\bot$							ХХ			ХХ						ХХ		$\perp$			ш	_		ш	$\perp$		_		PSI/A	
Build capacity of distributors/networks to move social marketing products	<del></del>					X	X X	X X	X	X X	X X	. X	ХХ	X X	( X	X X	$X \rightarrow$	X	X X	Х	ХХ	$X \rightarrow$	( X	Х	X X	X	X )	( X	X 2	X X	( X	PSI/A	
Formalize method of selection of wholesalers and intermediaries  Develop selection criteria & Select new wholesalers and confirm existing			( X		<del>⊢</del> ⊢	+-+		$\vdash$	+	_	-	++		H	++	_	H	+		++	+		_	H		+	$\vdash$	+	-	+	_	PSI/A PSI/A	
Create new points of sale and confirm existing			X		++	+++	-	$\vdash$	++	_	-	+		H	++	_	$\vdash$	+	_	++	+		-	H			$\vdash$	+	-+	+	-	PSI/A	
Update/provide sales materials			X		t		+		++		$\vdash$	+	-	$\vdash$	++		$\vdash$	+		+	+	-	+	H	+	+	tt	++	$\dashv$	+	+	PSI/A	
Field training of wholesalers		Ť	Ť		t			Х	X	ХХ		$\top$			11			$\top$		tt	$\exists \Box$	_		Ħ	$\dashv$			11	_			PSI/A	
Evaluate pricing grid																		Х	ХХ	Х													
Integrate ASF/PSI sales & support teams across health areas and products				X X	X >	X	X X	X X	X	XX	X X	X	XX	XX	( X	XX	$X \rightarrow$	( X	X X	Х	ХХ	$X \rightarrow$	( X	Χ	X X	X	Χ )	( X	X 2	X X	( X	PSI/A	
Assess MIS	X	X )	( X		┷	++	-	$\vdash$	++	-	$\vdash$	++	+	$\vdash \vdash$	+	-	$\vdash$	4	-	++	+	_	4	ш	_	4	$\vdash$	+	_	4	4	PSI/A	
Standardization of MIS Field training of sales agents	$\longrightarrow$	+		ХХ	++		X X	V	+	+	$\vdash$	++	+	$\vdash$	++	+	+	+	+	+	+	+	+-	$\vdash$	+	+	++	+	+	+	+-	PSI/A PSI/A	
Restructuring of product supply system to provinces	$-\!\!+\!\!+$	+				X			+		$\vdash$	++	+	$\vdash$	+		$\vdash$	+	+	+	+	+	+	$\vdash$	+	+	$\vdash$	+	+	+	+	PSI/A PSI/A	
Revaluate MIS	$\rightarrow$	$\dashv$	+	^   ^	<del>                                     </del>	+^+	^ ^	<u>^</u>	+	+	$\vdash$	+	+	$\vdash$	+	хх	$\vdash$	+	+	+	+	+	+	$\vdash$	+	+	+	+	$\dashv$	+	+	r JI/A	.01
Planning workshops for provincial leaders	-	1	+		X >				$\top$		$\vdash$	T	_	H		X X		$\top$	Х	Х	$\top$				+			$\pm$	_	1		PSI/A	\SF
Provincial supervision trips		Х		Х			Х		Х		Х			Х		Х			Х		Х			Х			Х		- 1	X		PSI/A	NSF
Lawson Prepreration & Implementation						Ш					ХХ						Ш			П			X	Х	ХХ	X	Χ )	( X	X Z	ΧХ	( X	PSI/A	
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Dries		_	44			$\perp$						$\perp$						Щ		44				Ш			Ш	44		_			
Price	ightarrow	+	+	_	$\vdash$	++	+	$\vdash$	++	+	$\vdash \vdash$	++	Х	X X	( X	X X	X >	( X	X X	Х	+		+	$\vdash \vdash$	+	+	++	+	-	+	+	Hope/A	ASF
Willingness to pay surveys to assess affordability	$\longrightarrow$		+		<del>⊢</del> ⊢	++	+	$\vdash\vdash$	++		$\vdash$	++	+	$\vdash \vdash$	++		$\vdash \vdash$	+	-	₩	+		+	$\vdash$		+	++	+		+	+		
Willingness to pay surveys to assess affordability																																	
Willingness to pay surveys to assess affordability  HIV/AIDS/STI Activities						Lv.	v   v	X	Т	T	П	П	TI	П	ТТ		П	11	T	П	П	Т	T	П			т т		_		Т	PSI/A	SE
Willingness to pay surveys to assess affordability  HIV/AIDS/STI Activities  Product	-																			-	_	_											
Willingness to pay surveys to assess affordability  HIV/AIDS/STI Activities  Product  PSI/ASF receives male and female condoms from USAID	哥	$\dashv$		-		X	X X	XX	X	ХХ	X X	X	ХХ	ΧХ	( X	х х	X >	( X	X X	X	X X	$X \rightarrow$	( X	Х	ХХ	X	X )	< X	X :	x x	( X	1 01/74	101
Willingness to pay surveys to assess affordability  HIV/AIDS/STI Activities  Product	$\frac{1}{1}$		$\blacksquare$	‡	H	Х	ΧХ	ХХ	X	X X	ХХ	X	ХХ	ΧХ																			
Willingness to pay surveys to assess affordability  HIVAIDS/STI Activities  Product  PSI/ASF receives male and female condoms from USAID Socially market 20 million male condoms Y1					Ħ	Х	X X X X	XX	X	X X	X X	X	X X	ХХ	X	ХХ							( X	Х	ХХ	X	X X		X Z	X X	( X	PSI/A	
Willingness to pay surveys to assess affordability  HIV/AIDS/STI Activities  Product  PSI/ASF receives male and female condoms from USAID  Socially market 20 million male condoms Y1  Socially market 500,000 female condoms Y1  Procure condom packaging material  Packaging of male and female condoms						X	X X X X	XX	X	X X X X X X	X X X X	X	X X X X	XX	X	X X	X	Χ	X X	Х	ХХ	X >	X	X	X X X X	X	XXX	X X	X	X X	( X	PSI/A PSI/A	\SF \SF
Willingness to pay surveys to assess affordability  HIVAIDS/STI Activities  Product  PSI/ASF receives male and female condoms from USAID Socially market 20 million male condoms Y1 Socially market 500,000 female condoms Y1 Procure condom packaging material						Х	X X X X	XX	X	X X X X X X	X X X X	X	X X	XX	X	X X	X	Χ	X X	Х	ХХ	X >	X	X	X X X X	X	XXX	X X	X	X X	( X	PSI/A	\SF \SF
Willingness to pay surveys to assess affordability  HIV/AIDS/STI Activities  Product  PSI/ASF receives male and female condoms from USAID  Socially market 20 million male condoms Y1  Socially market 500,000 female condoms Y1  Procure condom packaging material  Packaging of male and female condoms  Shipping condoms to provinces						X	X X X X	XX	X	X X X X X X	X X X X	X	X X X X	XX	X	X X	X	Χ	X X	Х	ХХ	X >	X	X	X X X X	X	XXX	X X	X	X X	( X	PSI/A PSI/A	\SF \SF
Willingness to pay surveys to assess affordability  HIV/AIDS/STI Activities  Product  PSI/ASF receives male and female condoms from USAID  Socially market 20 million male condoms Y1  Socially market 500,000 female condoms Y1  Procure condom packaging material  Packaging of male and female condoms						X	X X X X	XX	X	X X X X X X	X X X X	X	X X X X	XX	X	X X	X	Χ	X X	Х	ХХ	X >	X	X	X X X X	X	XXX	X X	X	X X	( X	PSI/A PSI/A	\SF \SF
Willingness to pay surveys to assess affordability  HIVAIDS/STI Activities  Product  PSI/ASF receives male and female condoms from USAID  Socially market 20 million male condoms Y1  Socially market 500,000 female condoms Y1  Procure condom packaging material  Packaging of male and female condoms  Shipping condoms to provinces  Price						X	X X X X	XX	X	X X X X X X	X X X X	X	X X X X	XX	X	X X	X	Χ	X X	Х	ХХ	X >	X	X	X X X X	X	XXX	X X	X	X X	( X	PSI/A PSI/A	\SF \SF
Willingness to pay surveys to assess affordability  HIV/AIDS/STI Activities  Product  PSI/ASF receives male and female condoms from USAID  Socially market 20 million male condoms Y1  Socially market 500,000 female condoms Y1  Procure condom packaging material  Packaging of male and female condoms  Shipping condoms to provinces						X	X X X X	XX	X	X X X X X X	X X X X X X	XXXX	X X X X	X X X X	X X	X X	XXX	( X	X X	х	X X	X X	X	X	X X X X	X	XXX	X X	X :	X X X X	X X	PSI/A PSI/A	ASF ASF ASF

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FY 2010 Work	plan	for	the	Adv	anc	ing	Soc	ial N	Mari	ketii	ng f	or H	lealt	th ir	n DR	С																Lead Organization
Activity				200	09															2010									_			
		OCT V2 W3	W4 W	NO 1 W2			DEC N2 W3	W4 W		AN W3 W	V4 W1	FEB W2 W			MAR 2 W3	W4 W1	M2 W			MAY 2 W3	W4 W1	W2 V	/3 W4	W1 V	V2 W3	W4 W	1 W2 V	v3 W4		EPT W3 W	N4	
Identify female friendly condom distribution outlets like hair dressing/ beauty shop for women						Х	X X	X )	ХХ	X X	ХХ	ΧX	< X	X >	( X	XX	X X	ΧХ	X >	( X	XX	X	ΧХ	X	ΧХ	XX	X :	ΧХ	X X	X )	Х	PSI/ASF
Identify new commercial outlets and maximize product availability and visibility in hot spots (rural and urban)	Х	X X	X X	( X	ХХ	Х	X X	X )	X X	X )	ХХ	XX	( X	X >	( X	X X	X 2	X X	X >	( X	X X	X	X X	Х	X X	X X	X :	ХХ	X X	X 2	Х	PSI/ASF
Family Planning Activities							_				_												÷						_			
Product	++	+		+	-	++	-	++	-	$\vdash\vdash$		H	+	$\vdash$	+		++	-		+		++	-	H	-		++	+	-	++	-	
Socially market 700,000 OCs Y1	Х	ΧХ			ХХ	X	ΧХ	χ)	ΧХ	Χ)				X >	( X	ХХ				( X	ХХ	X :	ΧХ	Х	ΧХ	ΧX	X :	ΧХ	ХХ	X X	Х	PSI/ASF
Socially market 100,000 injectable contraceptives Y1	X	X X X X	XX		XX	X	XX	X X	XX	X X	XX	XX	( X	XX	( X	XX	/\ /	X X X X	<i>'</i> \ <i>'</i>	( X	XX	X	XX	X	XX	XX	X	XX	XX	XX	X	PSI/ASF PSI/ASF
Socially market 2,000 IUDs Y1 Socially market 4,000 CycleBeads Y1		XX			XX	X	XX	XXX	XX	XXX	XX	XX	XX	X /	( X	XX		XX		( X	XX	X	XX	X	XX	XX	X			XX		PSI/ASF PSI/ASF
Register new contraceptives			X	( X	ХХ	Х	ΧХ	X >	ХХ	X X	ΧХ	ΧX	( X	X >	( X	Х																
Introduction of implants into existing Confiance FP system (co-funded with SALIN) pending registration Socially market 500 implants Y1	44	$\perp$		$\bot$	_	++	_	++	_	₩		$\vdash$	+	Ш	$\bot$	_	₽₽			1	_	11		X	X X	XX	X	XX	XX	XX	X	PSI/ASF PSI/ASF
Ship products to provinces	Х	хх	XX	( X	хх	X	хх	X >	хх	X >	хх	хх	ΚX	X >	( X	хх	X 2	хх	X >	< x	хх	X	хх	/\	^	//	, ,,	,, ,,	/\ /\	X	/\	POI/AOF
						ш																										
Placement/Distribution  Private sector distribution of Configure contraceptives through Configure network of partner clinics and	++	-	Y Y	/ Y	Y Y	X	Y Y	Y V	y y	Y Y	Y Y	XX	/ Y	Y Y	( X	Y Y	ν,	x x	Y N	/ Y	x x	Y	x x	¥	Y Y	Y Y	- V	Y Y	Y Y	X	Y	PSI/ASF
				Ŷ	X X	Ĥ	^ ^	Ľ	^ ^	Ĥ	X X						Ĥ				^ ^	Ĥ	X X		X X	^ /		X X	^ ^		^	PSI/ASF
faternal & Child Health Activities				1		1				1 1					1		1				-			1								
Product: CDKs	ш	士	Шt	T	士	Ħ	ᆂ	世	上	廿	ᆂ	世	廿	ш	T	士	廿	士	Шt	世	ᆂ	世	ᆂ	世	士	士	廿	ш	ᆂ	ΔŤ	士	
Product	П	$\perp$		П	Ţ	П	$\Box$	П					Ш		Ш				П	Ш	Ţ	П		Π		⇉	П	Ш	1	П		Product
Establish an increased and sustainable production system	++	+	X X	( X	ХХ	X	X X	X )	X X	X ()	X X	XX	( X	XX	( X	X X	X   2	X X	X	( X	X X	X	X X	Х	X X	Х	++	+	-	₩	+	PSI/ASF
Price	ш	ш		$\Box$	1	ш	1	ш		ш	1	ш	$\pm$	ш			ш		ш			廿	ᆂ	世			ш	ш	1	世		
Willingness to pay surveys to assess affordability	$+$ $\Box$	Щ	X X		V		V	ŲŢ.	V	Ų.	V	ŲĪ.		X	( X	XX	X Z	XX	X >	( X	X	H	V			VI.		, I		ĮŢ.	V	Hope/ASF
Distribute 50,000 CDKs at cost-recovery (for PSI/ASF)	++	+	X X	X	X X	X	X X	X )	X X	X   )	X X	XX	X	X >	X	X X	X   2	хX	X I >	XX	XX	X	×ΙΧ	X	хX	X X	X   X	λХ	X X	X 2	X	PSI/ASF
Placement/Distribution	ш					П		ш		ш							ш					П		口			П			$\Box$		
Distribute CDKs through wholesalers, retailers, clinics and Confiance sites  Sell CDKs to NGOs/Int'l Organizations for subsidized/free delivery in rural sites (outside of cost-recovery)	++	+	XX	( X	XX			X X		X )		XX			( X	XX		X X X X		( X	XX	X	XX	X	X X X X	XX	X	XX	XX	XX	X	PSI/ASF PSI/ASF
Sell CDRS to NGOS/IIIT I Organizations for subsidized/free delivery III Tural sites (outside of cost-recovery	1 1			1				<del>  ^   ′</del>	<del>^   ^</del>	<u> </u>	^ ^	<u> </u>	^	^ /	1	<del>^   ^</del>	1^+	^ ^	<u> </u>	1	<del>^   ^</del>	1	<del>^                                    </del>		^ ^	<u>^                                    </u>	+^+	^ ^	^ ^	1	^	PSI/ASF
Product: PUR and Aquatabs, HWTS																																
Product  Procure PUR and Aquatabs including shipping, handling and sampling (Co-funded by P&G and Pooled Funds)		X		+	-	++	+	++	-	++	+	$\vdash$	+	+	+	+	++	+	$\vdash$	+	+	++	+	$\vdash$	+	+	++	+	+	++	+	Product PSI/ASF
Receive PUR						П						ΧХ					X 2															1 0///101
Shipping PUR to provinces  Socially market 1 million PUR sachets Y1 (P&G purchased commodities)																														XXX		PSI/ASF
Socially market 1.15 million POR sachets Y1 (P&G purchased commodities)  Socially market 1.15 million Aquatabs Y1 (UNICEF & UNDP/Pooled Funds)																														XXX		PSI/ASF PSI/ASF
Price Willingness to pay surveys to assess affordability	+ -			т т		т т								Y I	/ I Y I	YIY	I y I y	Y Y	I V I V	(IXI	Y	т г		т т						т т	_	PSI/ASF Hope/ASF
viningliess to pay surveys to assess anorthability	+	+	$\pm$	++		11	$\top$	t	1	tt	+			-			1^1				^	+	+	Ħ	+	+	+	$\top$	+	+	+	PSI/ASF
Placement/Distribution																																
Create new points of sales for PUR and Aquatabs  Distribute PUR and Aquatabs to commercial wholesalers, health zones and workplaces, NGOs and other																														X )		PSI/ASF
												, ,				A		X X			X X				X X	Α,		, , , ,	Λ			PSI/ASF
Product: Diarrhea Treatment Kits (DTK) Product	+	+		т т		т т									т т		П					т г		т т						т т		PSI/ASF
Prepare focus-group protocol for DTK product development and messaging	1 1			$\top$		+	_			t			$\top$		$\top$	_	tt				Х	X :	x				+				_	POI/AOF
Design DTK packaging	$\perp$			Ш		Ш		ш		Ш					Ш		Ш					Ш		Х	ХХ	ΧX	: X :			X )	Х	PSI/ASF
Develop, pre-test and buy DTK packaging Packaging DTKs by selected firm and preparation for distribution	++	+	$\vdash$	++	+	++	+	++	-	++		++	+	+	++	+	++	+	$\vdash$	++	+	++	-	$\vdash$	+	$-\vdash$	++	+		++	-	PSI/ASF
Launch DTK nationwide with sales of 2.75 million kits over LOP	ш					П		ш		ш							ш					П		口			П			$\Box$		PSI/ASF
Placement/Distribution	++	+	-	++	-	++	+	₩	-	++	-	++	+		+		Ħ	+	₩	++	+	++	+				$\mathbf{H}$	+	-	++	+	PSI/ASF
Distribute DTKs through commercial medical wholesalers, health zones, NGOs and other institutions	- 1																		!												_	PSI/ASF
																											П			ш		•
Task 2: Increase awareness of and demand for health products and services to emphasize pr	eventi	on of	chile	dhood	d illne	esses	, unii	ntend	ted a	nd ur	nsafe	preg	nanc	cies,	HIV ir	nfecti	on an	d ST	is, an	id ma	Iaria	and t	o bui	ild an	info	med,	susta	ainabl	е			
Consumer base.  Cross-Cutting Activities	1 1			1 1		1 1		П		П		П	1 1		1 1		П	1	П	1 1	<del>-</del>	1 1	+	1 1	1	_	T			1 1	-	PSI/ASF
Develop mass media campaigns (tv/radio/promo materials)	ш			口	1	廿	╧	ш		口		ш		ш	口	╧	口	ᆂ	Ш			口			хх					X 2		
Place mass media campaigns	$+$ $\Box$	Ш	X X		V 24		X X	L.	V V	X )	V V	X X	, ,	H	$+$ $\Box$		H	1	H	, ,	V	X :		V			×			V .	V	PSI/ASF PSI/ASF
Collaborate with USAID-funded communications efforts  Engage with community influencers and leaders (e.g. schools and churches chiefs, local leadres, etc.) to generate	Ш	Ш			X X													хх	X >											XXX	X	PSI/ASF PSI/ASF
IIV/AIDS/STI Activities	$oldsymbol{\perp}$		LI	ш		ЦΤ		ய		LT		Щ	ш							ш		பா		LT			LI	Ш		LT		
	ш			Ш		П		ш		ш		ш			П		П		ШĹ	Ш		П		Ι,						П		
Promotion/Communication  Use branded point-of-sale materials, community events and outreach channels to announce availability and	++	+	$\vdash\vdash$			т т		т т	-			т т	$\dashv$	$\vdash$	++		₩	+	<del>⊢</del> ⊢			т т		++	+		++	+		т т		PSI/ASF
Develop partnerships with/train local associations of youths, PLWHA, local NGOs to promote safer sex behaviors	士士	士		11	ⅎ	廿	ᆂ	世上	ᆂ	上上	_	世上	力	世上	11		世上	士	世上	士士	ᆂ	上十	_	上上	士		廿	力		廿	╧	PSI/ASF PSI/ASF
Develop comprehensive, integrated multi-communication channel (mass media, IPC community-reach, print)	П			Ш		П				Ш		Ш	Ш	Ш	Ш	X		ХХ				X.								X )		PSI/ASF
Design, develop and pre-test radio spots  Place and distribute branded point-of-use and other communication materials to raise consumer	++		-	+	-	++	+	++	-	++	-	++	+	$\vdash\vdash$	+	X		X X	X >	×Χ	X X	X			X	X X	XX		X X	X )	Х	PSI/ASF PSI/ASF
Collaborate with other partners in intervention areas in communications efforts to ensure complementary	++	+			-	++	$\dashv$	++	-	++	+	++	+	$\vdash$	+		++	+	$\vdash$	++		+	+	+	+		++	+	-	++	-	PSI/ASF
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Raise additional funds to expand HWT activities														x x																			PSI/ASE
Develop/disseminate branded point-of-sale materials for FP brands		+	Ħ		, ,,							X X				ΤĤ		^ ^		// //	Ĥ.				m		<u> </u>	Ĥ				<u> </u>	PSI/ASF
Develop, pretest and place generic and branded TV/radio spots and programs to promote FP	ш	$\perp$	Ш																														PSI/ASF
Promote real-life stories from statisfied FP users to tackle rumors	₩	_	++	Щ.						χ)	ХХ	X X	X 2	ΧХ	X X	X .	X X	X X	Х	X X	Χ :	X X	Х	X X	Х	X X	( X	Х	X X	X	Х	X X	
Develop/distribute provider materials	+	+		XX		XX				V \	v v	хх	V ,	, v	V V		V V	x x	V	x x	V .	x x	V	v v	X	V \	/ V	V	V V	, v	V	x x	PSI/ASF
Incorporate HIV/STI messages into FP communications and training Ensure complementary messaging with other USAID programs	H	+		XX						XX		XX			X X	X	X X	X X	X	X X	Χ.	X X	X	X X	X	X Z	X X	X	XX	X	Х	X X	PSI/ASF PSI/ASF
Expand FP Hotline ( <i>Ligne Verte</i> ) to a second line or second provider	H	+		X X										XX	x x	×	x x	x x	x	хх	X ·	ΧХ	x	x x	x	X X	( X	x	ХХ	X	x	x x	
Expand 11 Training (Egric Vorte) to a decidina mile of decidina provider	$\vdash$	$\top$	Ħ	^ /	` ^`		Ť	Ĥ	` ^	<u> </u>	`\^`	<u> </u>		` //	^ /		× ×	^ ^	Ĥ	/\ /\	Ĥ	<u>`                                    </u>	<u> </u>	<u>``</u>	Ĥ		` _ ^	Ĥ	~ /	<u> </u>	Ĥ	^ ^	1 01//101
Training/Capacity Building			Ħ																														PSI/ASF
Hold provincial technical meetings with FP partners and gov't agencies	ш	I	П	XX	( X	Χ						ХХ	X Z	X					Х	ХХ	Х						Х	Х	XΧ				PSI/ASF
Regular technical workshops for pharmacy and clinic partners	ш	┸				Х			X													X X											PSI/ASF
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Maternal & Child Health Activities	_	4	—	- 1	_					1	1 1	-	-	т т	-	1 1																	
PUR and Aquatabs, HWTS Promotion/Communication	++	+	++		+	$\vdash$	+	$\vdash$	+	$\vdash$	+	-	-	+		++																	1
Raise additional funds to expand HWT activities	X :	x x	X	X X	( X	хх	X	X :	x x	X X	x x	x x	X :	x x	x x	X	ΧХ	X X	X	x x	X	x X	X	x x	X	X )	( X	X	ΧX	X	Х	X X	
Placement PUR and Aquatabs radio spot		Ť	Ħ						X	Χ )	XX	X X	X	X X	X X	Х	X X	XX	Х	X X	X	ΧX	Х	X X	Х	X )	( X	Х	XX	X	Х	XX	PSI/ASF
Produce, pre-test and place PUR children cartoon		I	Ш																										ΧX				PSI/ASF
		工	Щ	I		Ш				Ш						П					Щ		Ш	I							ш		PSI/ASF
Training/Capacity Building	+	+	+	_	+	ш	+	$\vdash$	+	$\vdash$	+	4	$\vdash$	++	_	++			1			,	L.		Ļ			Ļ		-			PSI/ASF
Design training for communitee volunteers and parnters for HWT and hygiene	+	+	+	+	+	$\vdash$	+	$\vdash$	+	$\vdash$	+	-	$\vdash$		-	++	X X	X X	Х	X X	Χ .	X X	Х	X X	X	X X	X	X	<u> </u>	Х	Х	X X	PSI/ASF PSI/ASF
DRS/Zinc Activities	+	+	+	+	+	$\vdash$	+	$\vdash$	+			- 1	<u> </u>		_	1			4		4	+-	+	+	+	+	+	+	-	+	$\vdash$	+	PSI/ASF PSI/ASF
Promotion/Communication	+	+	+	$\dashv$	+	$\vdash$	+	+	+	П	1 1		П	т т	1	Т		- 1	П		$\dashv$	+	$\vdash$	+	1	$\dashv$	+	1	+	+	$\vdash$	+	PSI/ASF PSI/ASF
Raise additional funds to expand HWT activities	Χ)	хх	х	ХХ	( X	хх	X			X X	хх	хх	X 2	ΧХ	хх	X	хх	хх	Х	х х	X :				X	X )	( X	Х	ХХ	X	х	хх	1 01/1401
Design and develop DTKs generic communication materials(flip chart, generic leaflets, pamphlets, generic radio			Ш														X X																PSI/ASF
ASK 3: Develop and/or enhance the ability of commercial/private sector entities to socially ma	arket	heal	th pr	rodu	cts a	nd se	ervic	es in	cludi	ing b	ehavi	or cha	ange	comm	nunic	ation	activ	ities.															
Cross-Cutting Activities	$\overline{}$	〒	$\overline{\Box}$							П			П			T			П				П		П		T	П	1				PSI/ASF
ASF Institutional Capacity Building	$\vdash$	+	Ħ								11			$\pm$	1	T	$\top$		tt	+		1		+	Ħ		+	Ħ		+	t t		PSI/ASF
Annual Financial Assessment and Technical Assistance Washington (Mali-DRC)			Ħ		Х	ХХ	X																										PSI/ASF
Annual External Audit	ш	$\perp$	Ш											Х																			PSI/ASF
ASF Board Meetings	$\bot \bot$	Х																			Х	_		_	Ш			Ш					PSI/ASF
Provincial systems assessment visits	++	+	+	×			+	$\vdash$	+	Х	+	Х		+			Х	_	-	Х	$\vdash$	Х	$\vdash$	-	Х	_	-	Х	_	_	Х	_	PSI/ASF
HIV/AIDS/STI Activities	一	_	一																1_1						11			11					l e
Trained master trainers of partners train P.E and NGO'S on Social Marketing activities	т	$\overline{}$	П	1	1 1	Х	X	X )	х		1 1		П	Х	х х	X			П	1	П.	ΧΙХ	Х	х	1 1	1	$\top$	1 1	1	Х	Х	хх	PSI/ASF
NGOs/Associations/ community workers with reinforced capacities carryout communication activities including		$\top$	Ħ			Ť	<u> </u>					хх		x x				ХХ	Х	хх					Х	X )	( X	Х					
Trained Private Sector distributors of Condoms and other social marketing products sensitize and efficiently Social	ш	I	П	XΧ	( X	ХХ	(X	X X	ΧХ	X X	ΧХ	ΧХ	X Z	ΧХ	ХХ	X	ΧХ	ХХ	Х	ΧХ	Χ :	ΧХ	Х	ΧХ	Х	X X	( X	Х	XΧ	X	Х	ХХ	PSI/ASF
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Maternal & Child Health Activities	_	4	TVI	X X	/ V	V V	( V	V .	v V	V	v I v I	v v	V	x I x I	v I v	LVI	VV	V	LV	v v	V.	, I v	V	v I v	LVI	V .	( X	LVI	V   V	( V	X	x x	PSI/ASF
Establish sustainable distribution system though wholesalers; continue with targeted promotion and advertising Research market opportunities for transfer of clean delivery kit to commercial sector	++	+	+	^ /	\ X	A A		A /	<b>х</b> х	X /				XX			X X	X X	^	X X	Α.	<u> </u>	^	<u> </u>	^	^ /	\ \ A	^	<u> </u>		^	<u> </u>	Hope, PSI/ASF
Launch call for offers to potential enterprises to take over CDK production	++	+	+	-	+	$\vdash$	+	$\vdash$	+	+				X ^			$\pm$	_	+	+	-	+	$\vdash$	+	+	$\dashv$	+	+	_	+	H	+	PSI/ASF
Develop business plan	++	+	+	-	+	$\vdash$	+	H	+	tt	+	A A	^ /		$\dashv$		ΧХ	ХХ	++	+-	H	+	$\vdash$	+	H	-	+	H	-	+	t		Hope
Turn over procurement of kit components and assembly into kit private company		$\top$	Ħ				$\top$		$\top$		$\pm$				$\dashv$	ŤŤ			T			$\top$	$\vdash$		Ħ		+	Ħ			t		PSI/ASF
Turn over distribution of kit to chosen company		I	Ш																														PSI/ASF
Turn over specific promotion/advertising of CDKs to company; continue promotion of CDKs integrated in all	$\bot \bot$	—	$\bot$						$\perp$	Ш				$\perp$	_	44								_	Ш			Ш					PSI/ASF
Maintain contact, support and supervision to CDK production company	++	_	₩	_			$\perp$	ш	$\bot$	ш	$\perp$	_			_	$\bot\bot$			$\perp \perp$		ш		$\sqcup$	_	ш			ш	_		ш		PSI/ASF
Analyze additional opportunities to turn other products over to private sector	$\vdash$	-	++	_	-	$\vdash$	+	$\vdash$	+			-	-	+	-	++	-	_	++	4-	-			+	₩	<b>-</b>	+	₩	-	+-	₩	_	PSI/ASF PSI/ASF
	щ	_	щ									_								_					ш			ш					PSI/ASF
ASK 4: Integrate service delivery and other activities, emphasizing prevention, at national, pro	vinci	ial, d	listric	ct, fa	cility	, and	l con	nmur	nity le	evels	throu	ıgh jo	int pl	annin	g wit	h the	GDR	C, oth	er Uı	nited	State	s Go	vern	men	t (US	SG),	and	non	-USG	par	tner	s.	
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Cross-Cutting Activities	++	+	+;+		X	<u>.</u>	.	<u>, ,                                  </u>	+	$\vdash$	+	$\perp$	$\vdash \vdash$	++	-	++	+		++	4	$\vdash \downarrow$		$\vdash$	_	₩	_	_	₩		_	$\vdash$		PSI/ASF, A
Hold strategic planning meetings with USAID	1 1		X								<del>,   ,  </del>	V V	₩.	, I	V 1.	+ .	V V	V	<del>   </del>	V V	₩.	<i>-</i>	₩	<del>,   ,</del>	1	<b>,</b>	1	₩.	<u>, , , , , , , , , , , , , , , , , , , </u>	, ,	₩	V 1/	PSI/ASF
Hold strategic planning meetings with USAID Coordination meetings with team partners	V .	$\Lambda \perp X$												X X															XX			**	PSI/ASF PSI/ASF, US
Hold strategic planning meetings with USAID Coordination meetings with team partners Integration/harmonization across PSI/ASF health areas	XX		V .		\ \ \		X			XXX		^ ^	1^1	^   ^	^   ^	+^+	^ ^	^ / ^	1^	^   ^	1	`   ^	^	^   ^	+^-	^ /	1	+^+	^+/	· · ·	1	^   ^	PSI/ASF, USI
Hold strategic planning meetings with USAID Coordination meetings with team partners Integration/harmonization across PSI/ASF health areas Review lessons learned from ASF/PSI's previous USAID HIV/AIDS & FP programs			Х	XX					+	^ /	`` ^	$\pm$	+	+	+	+	+	-	+	+	$\vdash$	+	$\vdash$	+	1	$\dashv$	+	1	+	+	$\vdash$	+	PSI/ASF
Hold strategic planning meetings with USAID  Coordination meetings with team partners Integration/harmonization across PSI/ASF health areas Review lessons learned from ASF/PSI's previous USAID HIV/AIDS & FP programs Discussions with stakeholders - GDRC, civil society, academia, & community				XX				Х							_	++	+	-+-	+		$\vdash$	$\top$	-	-	t		+	t	-+				
Hold strategic planning meetings with USAID Coordination meetings with team partners Integration/harmonization across PSI/ASF health areas Review lessons learned from ASF/PSI's previous USAID HIV/AIDS & FP programs		ХХ	Х	ХХ	( X	ХХ	X		+		$\pm \pm$		H	++																	$\vdash$		PSI/ASF
Hold strategic planning meetings with USAID  Coordination meetings with team partners Integration/harmonization across PSI/ASF health areas Review lessons learned from ASF/PSI's previous USAID HIV/AIDS & FP programs Discussions with stakeholders - GDRC, ovil society, academia, & community Develop strong linkages and coordination with other USG-funded projects Plan field roll out Disseminate findings of project research and reports	XX	X X	X	X X X X	( X	ХХ	X		Ħ	Ħ	$\pm$			Ħ		士士			世世		ШŤ	1	۲t	_			1			Ŀ	H		PSI/ASF
Hold strategic planning meetings with USAID Coordination meetings with team partners Integration/harmonization across PSI/ASF health areas Integration/harmonization across PSI/ASF health areas Review lessons learned from ASF/PSI's previous USAID HIV/AIDS & FP programs Discussions with stakeholders - GDPC, civil society, academia, & community Develop strong linkages and coordination with other USG-funded projects Plan field roll out Disseminate findings of project research and reports Provincial coordination meetings with gov't partners, NGOs and associations (qtty)	XX	ХХ	X	X X	( X ( X	X X X X	XX	Х	Х					Ħ	l		/\		Ħ								Ė			Ė		l	PSI/ASF PSI/ASF
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Page 4 10/30/2009